

A2P SMS Market to 2025 - Global Analysis and Forecasts by Type, Application and Vertical

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Abstracts

A2P SMS is an acronym for Application to Person SMS marketing. In this service, the message is sent to a mobile subscriber via a web-based application. A2P SMS helps a business to reach a significant number of people rapidly and at a very low cost. It includes appointment reminders, notifications, marketing messages and pin codes among others.

The end-user industries of this service include BFSI, retail, media & entertainment, travel & transport, hospitality and others. Rapid increase in the growth of mobile phone subscribers coupled with increasing mobile marketing activities is driving the global A2P SMS market. In addition, growth in mobile payments and mobile banking along with significant technological and product developments are bolstering the A2P SMS marketing globally. Mass voting for contests, charity, promoting campaigns, announcements are some of the applications wherein A2P SMS marketing is widely used. This service is further used extensively by banks, credit card service providers and various payment gateways for OTPs (One Time Passwords) in order to verify transactions. In addition, A2P SMS is widely utilized by online trading companies for sending confirmation messages regarding placing orders, processing and delivery notifications.

The global A2P SMS Market is anticipated to grow at a CAGR of 4.4% during the forecast period 2016 – 2025 and accounts for US\$ 62.10 Bn in the year 2025. The market for A2P is emerging in the Asia Pacific and the Middle East & Africa regions owing to ever-rising base of mobile subscribers. The development of new SMS tools and technology innovations adds to the increase in A2P SMS market. Asia Pacific leads the global A2P SMS market currently, with countries such as China, Singapore, Malaysia, India and South Korea among key users of A2P SMS marketing. The

promotional campaigns by the e-commerce industry further bolsters the A2P SMS market globally.

The A2P SMS market is segmented on the basis of type into cloud API messaging services, and traditional & managed messaging services. Cloud API messaging service is a low-cost, automatically scalable model with reliable services and high flexibility. The global A2P SMS market is further segmented on the basis of application including pushed content services, interactive services, promotional campaigns CRM services and others. The A2P SMS market is segmented by regions into North America, Europe, Asia Pacific (APAC), Middle East & Africa (MEA), and South America (SAM).

The major benefit of A2P SMS marketing is that all operating networks and mobile handsets across the world are compatible with the technology and support it. The increasing number of mobile subscribers switching to online payments coupled with marketing activities looking for safety are the key factors driving the global A2P SMS market. However, IP-based messaging and mobile messaging spams restrict the global market for A2P SMS, as it leads to reduction in profitability of telecom operators. However, facilities such as OTP and post-transaction notifications are analyzed to bolster the A2P SMS market in the near future. Beepsend AB, CLX Communications AB, Dialogue Communications Ltd, Infobip Ltd., Tanla Solutions, Syniverse Technologies, LLC, Nexmo Inc., Trillian Group Ltd., Twilio Inc., tyntec among others are some of the chief markets players operating in the global A2P SMS market.

REASONS TO BUY

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the A2P SMS market, thereby allowing players across the ecosy

Contents

1 TABLE OF CONTENTS

2 INTRODUCTION

2.1 The Insight Partners Research Report Guidance

3 KEY TAKEAWAYS

4 A2P SMS MARKET LANDSCAPE

4.1 Overview

4.2 Definitions

4.3 Market Segmentation

4.3.1 By Type

4.3.2 By Application

4.3.3 By Vertical

4.3.4 By Regions

4.3.4.1 By Countries

4.4 Value Chain Analysis

5 A2P SMS MARKET – KEY INDUSTRY DYNAMICS

5.1 Key Market Drivers

5.2 Key Market Restraints

5.3 Key Market Opportunities

5.4 Future Trends

6 A2P SMS MARKET – FIVE FORCES ANALYSIS

6.1 Porters Five Forces Analysis

6.1.1 Bargaining Power of Suppliers

6.1.2 Bargaining Power of Buyers

6.1.3 Threat of Substitutes

6.1.4 Threat of New Entrants

6.1.5 Degree of Competition

7 A2P SMS MARKET – COMPETITIVE LANDSCAPE

7.1 Global A2P SMS Market Sales Revenue (US\$ Bn), 2014 – 2025

7.2 A2P SMS Market – Market Share Analysis of Market Positioning of Key Players, 2015

7.2.1 Global A2P SMS Market, Market Share or Market Positioning of Key Players, 2015

7.2.2 A2P SMS Market, Key Players by Region

8 GLOBAL A2P SMS MARKET REVENUE AND FORECASTS TO 2025 – TYPE

8.1 Overview

8.1.1 Segment Share (%), 2015 & 2025

8.2 Cloud API Messaging Services

8.2.1 Overview

8.2.2 Global Cloud API Messaging Services Market Revenue and Forecasts to 2025 (US\$ Bn)

8.3 Traditional & Managed Messaging Services

8.3.1 Overview

8.3.2 Global Traditional & Managed Messaging Services Market Revenue and Forecasts to 2025 (US\$ Bn)

9 GLOBAL A2P SMS MARKET REVENUE AND FORECASTS TO 2025 – APPLICATION

9.1 Overview

9.1.1 Segment Share (%), 2015 & 2025

9.2 Pushed Content Services

9.2.1 Overview

9.2.2 Global Pushed Content Services Market Revenue and Forecasts to 2025 (US\$ Bn)

9.3 Interactive Services

9.3.1 Overview

9.3.2 Global Interactive Services Market Revenue and Forecasts to 2025 (US\$ Bn)

9.4 Promotional Campaigns

9.4.1 Overview

9.4.2 Global Promotional Campaigns Market Revenue and Forecasts to 2025 (US\$ Bn)

9.5 CRM Services

9.5.1 Overview

- 9.5.2 Global CRM Services Market Revenue and Forecasts to 2025 (US\$ Bn)
- 9.6 Other Services
 - 9.6.1 Overview
 - 9.6.2 Global Other Services Market Revenue and Forecasts to 2025 (US\$ Bn)

10 GLOBAL A2P SMS MARKET REVENUE AND FORECASTS TO 2025 – VERTICAL

- 10.1 Overview
 - 10.1.1 Segment Share (%), 2015 & 2025
- 10.2 BFSI
 - 10.2.1 Overview
 - 10.2.2 Global BFSI Market Revenue and Forecasts to 2025 (US\$ Bn)
- 10.3 Retail
 - 10.3.1 Overview
 - 10.3.2 Global Retail Market Revenue and Forecasts to 2025 (US\$ Bn)
- 10.4 Media & Entertainment
 - 10.4.1 Overview
 - 10.4.2 Global Media & Entertainment Market Revenue and Forecasts to 2025 (US\$ Bn)
- 10.5 Travel & Transport
 - 10.5.1 Overview
 - 10.5.2 Global Travel & Transport Market Revenue and Forecasts to 2025 (US\$ Bn)
- 10.6 Hospitality
 - 10.6.1 Overview
 - 10.6.2 Global Hospitality Market Revenue and Forecasts to 2025 (US\$ Bn)
- 10.7 Others
 - 10.7.1 Overview
 - 10.7.2 Global Others Market Revenue and Forecasts to 2025 (US\$ Bn)

11 GLOBAL A2P SMS MARKET REVENUE AND FORECASTS TO 2025 – GEOGRAPHICAL ANALYSIS

- 11.1 Overview
 - 11.1.1 Segment Share (%), 2015 & 2025
- 11.2 North America
 - 11.2.1 Overview
 - 11.2.1.1 Segment Share (%), 2015 & 2025
 - 11.2.2 U.S.

- 11.2.2.1 U.S. A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.2.3 Canada
 - 11.2.3.1 Canada A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.2.4 Mexico
 - 11.2.4.1 Mexico A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.3 Europe
 - 11.3.1 Overview
 - 11.3.1.1 Segment Share (%), 2015 & 2025
 - 11.3.2 France
 - 11.3.2.1 France A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.3.3 Germany
 - 11.3.3.1 Germany A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.3.4 Italy
 - 11.3.4.1 Italy A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.3.5 Spain
 - 11.3.5.1 Spain A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.3.6 U.K.
 - 11.3.6.1 U.K A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.3.7 Rest of Europe
 - 11.3.7.1 Rest of Europe A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.4 Asia Pacific (APAC)
 - 11.4.1 Overview
 - 11.4.1.1 Segment Share (%), 2015 & 2025
 - 11.4.2 Australia
 - 11.4.2.1 Australia A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.4.3 China
 - 11.4.3.1 China A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.4.4 India
 - 11.4.4.1 India A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.4.5 Japan
 - 11.4.5.1 Japan A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.4.6 Rest of APAC
 - 11.4.6.1 Rest of APAC A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.5 Middle East & Africa (MEA)
 - 11.5.1 Overview
 - 11.5.1.1 Segment Share (%), 2015 & 2025
 - 11.5.2 Saudi Arabia
 - 11.5.2.1 Saudi Arabia A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.5.3 South Africa

- 11.5.3.1 South Africa A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.5.4 UAE
 - 11.5.4.1 UAE A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.5.5 Rest of MEA
 - 11.5.5.1 Rest of MEA A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
- 11.6 South America (SAM)
 - 11.6.1 Overview
 - 11.6.1.1 Segment Share (%), 2015 & 2025
 - 11.6.2 Brazil
 - 11.6.2.1 Brazil A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)
 - 11.6.3 Rest of SAM
 - 11.6.3.1 Rest of SAM A2P SMS Market Revenue Forecasts to 2025 (US\$ Bn)

12 GLOBAL A2P SMS MARKET, KEY COMPANY PROFILES

- 12.1 ANAM Technologies.
 - 12.1.1 Key Facts
 - 12.1.2 Business Description
 - 12.1.3 Financial Overview
 - 12.1.4 SWOT Analysis
 - 12.1.5 Key Developments
- 12.2 Beepsend AB
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Financial Overview
 - 12.2.4 SWOT Analysis
 - 12.2.5 Key Developments
- 12.3 CLX Communications AB
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Financial Overview
 - 12.3.4 SWOT Analysis
 - 12.3.5 Key Developments
- 12.4 Dialogue Communications Ltd
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Financial Overview
 - 12.4.4 SWOT Analysis
 - 12.4.5 Key Developments

12.5 DIMOCO

- 12.5.1 Key Facts
- 12.5.2 Business Description
- 12.5.3 Financial Overview
- 12.5.4 SWOT Analysis
- 12.5.5 Key Developments

12.6 Infobip Ltd.

- 12.6.1 Key Facts
- 12.6.2 Business Description
- 12.6.3 Financial Overview
- 12.6.4 SWOT Analysis
- 12.6.5 Key Developments

12.7 Nexmo Inc.

- 12.7.1 Key Facts
- 12.7.2 Business Description
- 12.7.3 Financial Overview
- 12.7.4 SWOT Analysis
- 12.7.5 Key Developments

12.8 Syniverse Technologies, LLC

- 12.8.1 Key Facts
- 12.8.2 Business Description
- 12.8.3 Financial Overview
- 12.8.4 SWOT Analysis
- 12.8.5 Key Developments

12.9 Tanla Solutions

- 12.9.1 Key Facts
- 12.9.2 Business Description
- 12.9.3 Financial Overview
- 12.9.4 SWOT Analysis
- 12.9.5 Key Developments

12.10 Trillian Group Ltd.

- 12.10.1 Key Facts
- 12.10.2 Business Description
- 12.10.3 Financial Overview
- 12.10.4 SWOT Analysis
- 12.10.5 Key Developments

12.11 Twilio Inc.

- 12.11.1 Key Facts
- 12.11.2 Business Description

12.11.3 Financial Overview

12.11.4 SWOT Analysis

12.11.5 Key Developments

12.12 tyntec

12.12.1 Key Facts

12.12.2 Business Description

12.12.3 Financial Overview

12.12.4 SWOT Analysis

12.12.5 Key Developments

13 APPENDIX

13.1 About The Insight Partners

13.2 Glossary of Terms

13.3 Methodology

13.3.1 Coverage

13.3.2 Secondary Research

13.3.3 Primary Research

13.4 Contact Us

13.5 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: A2P SMS Market – Porters Five Forces Analysis

Table 2: Global A2P SMS Market Revenue (US\$ Bn), 2014 – 2025

Table 3: Prominent A2P SMS Messaging Service Providers Region Wise

Table 4: North America A2P SMS Revenue and Forecasts to 2025 – By Type (US\$ Bn)

Table 5: North America A2P SMS Market Revenue and Forecasts to 2025 – By Application (US\$ Bn)

Table 6: North America A2P SMS Market Revenue and Forecasts to 2025 – By Vertical (US\$ Bn)

Table 7: Europe A2P SMS Revenue and Forecasts to 2025 – By Type (US\$ Bn)

Table 8: Europe A2P SMS Revenue and Forecasts to 2025 – By Application (US\$ Bn)

Table 9: Europe A2P SMS Revenue and Forecasts to 2025 – By Vertical (US\$ Bn)

Table 10: Asia Pacific A2P SMS Market Revenue and Forecasts to 2025 – By Type (US\$ Bn)

Table 11: Asia Pacific A2P SMS Market Revenue and Forecasts to 2025 – By Application (US\$ Bn)

Table 12: Asia Pacific A2P SMS Market Revenue and Forecasts to 2025 – By Vertical (US\$ Bn)

Table 13: Middle East & Africa A2P SMS Market Revenue and Forecasts to 2025 – By Type (US\$ Bn)

Table 14: Middle East & Africa A2P SMS Market Revenue and Forecasts to 2025 – By Application (US\$ Bn)

Table 15: Middle East & Africa A2P SMS Market Revenue and Forecasts to 2025 – By Vertical (US\$ Bn)

Table 16: South America A2P SMS Market Revenue and Forecasts to 2025 – By Type (US\$ Bn)

Table 17: South America A2P SMS Market Revenue and Forecasts to 2025 – By Application (US\$ Bn)

Table 18: South America A2P SMS Market Revenue and Forecasts to 2025 – By Vertical (US\$ Bn)

Table 19: ANAM Technologies, Key Facts, 2015

Table 20: ANAM Technologies, SWOT Analysis

Table 21: Beepsend AB Key Facts, 2015

Table 22: Beepsend AB SWOT Analysis

Table 23: CLX Communications AB, Key Facts, 2015

Table 24: CLX Communications AB, SWOT Analysis

Table 25: Dialogue Communications Ltd Key Facts, 2015
Table 26: Dialogue Communications Ltd. SWOT Analysis
Table 27: DIMOCO Messaging GmbH, Key Facts, 2015
Table 28: DIMOCO Messaging GmbH SWOT Analysis
Table 29: Infobip Ltd. Key Facts, 2015
Table 30: Infobip Ltd.,SWOT Analysis
Table 31: Nexmo Inc. Key Facts, 2015
Table 32: Nexmo Inc. SWOT Analysis
Table 33: Syniverse Technologies, LLC Key Facts, 2015
Table 34: Syniverse Technologies, LLC SWOT Analysis
Table 35: Tanla Solutions, Key Facts, 2015
Table 36: Tanla Solutions, SWOT Analysis
Table 37: Trillian Group Ltd. Key Facts, 2015
Table 38: Trillian Group Ltd. SWOT Analysis
Table 39: Twilio Inc. Key Facts, 2015
Table 40: Twilio Inc. SWOT Analysis
Table 41: tyntec Key Facts, 2015
Table 42: tyntec SWOT Analysis
Table 43: Glossary of Terms, A2P SMS Market

List Of Figures

LIST OF FIGURES

- Figure 1: A2P SMS Market, Global Revenue (US\$ Bn), 2015 & 2025
- Figure 2: A2P SMS Market Segmentation
- Figure 3: A2P SMS Market Segmentation
- Figure 4: A2P SMS Market – Ecosystem
- Figure 5: A2P SMS Market – Porters Five Forces Analysis
- Figure 6: Global A2P SMS Market Revenue (US\$ Bn), 2014 – 2025
- Figure 7: Global A2P SMS Market Breakdown By Type, 2015 (%)
- Figure 8: Global A2P SMS Market Breakdown By Type, 2025 (%)
- Figure 9: Global Traditional & Managed Messaging Services Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 10: Global Cloud API messaging platform Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 11: Global A2P SMS Market Breakdown By Application, 2015 (%)
- Figure 12: Global A2P SMS Market Breakdown By Application, 2025 (%)
- Figure 13: Global Pushed Content Services Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 14: Global Interactive Services Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 15: Global Promotional Campaigns Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 16: Global CRM Services Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 17: Global Other Services Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 18: Global A2P SMS Market Breakdown By Vertical, 2015 (%)
- Figure 19: Global A2P SMS Market Breakdown By Vertical, 2025 (%)
- Figure 20: Global BFSI Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 21: Global Media & Entertainment Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 22: Global Travel & Transport Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 23: Global Hospitality Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 24: Global Retail Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 25: Global Others Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 26: A2P SMS Market, Global Breakdown by Regions, 2015 (%)
- Figure 27: A2P SMS, Global Breakdown by Regions, 2025 (%)
- Figure 28: North America A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 29: North America A2P SMS Market Breakdown by Key Countries, 2015 (%)
- Figure 30: North America A2P SMS Market Breakdown by Key Countries, 2025 (%)

- Figure 31: U.S. A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 32: Canada A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 33: Mexico A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 34: North America A2P SMS Market Breakdown By Type, 2015 (%)
- Figure 35: North America A2P SMS Market Breakdown By Type, 2025 (%)
- Figure 36: North America A2P SMS Market Breakdown By Application, 2015 (%)
- Figure 37: North America A2P SMS Market Breakdown By Application, 2025 (%)
- Figure 38: North America A2P SMS Market Breakdown By Vertical, 2015 (%)
- Figure 39: North America A2P SMS Market Breakdown By Vertical, 2025 (%)
- Figure 40: Europe A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 41: Europe A2P SMS Market Breakdown By Key Countries, 2015 (%)
- Figure 42: Europe A2P SMS Market Breakdown By Key Countries, 2025 (%)
- Figure 43: France A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 44: Germany A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 45: Italy A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 46: Spain A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 47: U.K A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 48: Rest of Europe A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 49: Europe A2P SMS Market Breakdown By Type, 2015 (%)
- Figure 50: Europe A2P SMS Market Breakdown By Type, 2025 (%)
- Figure 51: Europe A2P SMS Market Breakdown By Application, 2015 (%)
- Figure 52: Europe A2P SMS Market Breakdown By Application Market, 2025 (%)
- Figure 53: Europe A2P SMS Market Breakdown By Vertical, 2015 (%)
- Figure 54: Europe A2P SMS Market Breakdown By Application Market, 2025 (%)
- Figure 55: Asia Pacific A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 56: Asia Pacific A2P SMS Market Breakdown by Key Countries, 2015 (%)
- Figure 57: Asia Pacific A2P SMS Market Breakdown by Key Countries, 2025 (%)
- Figure 58: Australia A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 59: China A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 60: India A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 61: Japan A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 62: Rest of APAC A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)
- Figure 63: Asia Pacific A2P SMS Market Breakdown By Type, 2015 (%)
- Figure 64: Asia Pacific A2P SMS Market Breakdown By Type, 2025 (%)
- Figure 65: Asia Pacific A2P SMS Market Breakdown By Application, 2015 (%)
- Figure 66: Asia Pacific A2P SMS Market Breakdown By Application, 2025 (%)
- Figure 67: Asia Pacific A2P SMS Market Breakdown By Vertical, 2015 (%)
- Figure 68: Asia Pacific A2P SMS Market Breakdown By Vertical, 2025 (%)
- Figure 69: MEA A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 70: Middle East & Africa A2P SMS Market Breakdown by Key Countries, 2015 (%)

Figure 71: Middle East & Africa A2P SMS Market Breakdown by Key Countries, 2025 (%)

Figure 72: South Africa A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 73: Saudi Arabia A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 74: UAE A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 75: Rest of MEA A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 76: Middle East & Africa A2P SMS Market Breakdown By Type, 2015 (%)

Figure 77: Middle East & Africa A2P SMS Market Breakdown By Type, 2025 (%)

Figure 78: Middle East & Africa A2P SMS Market Breakdown By Application, 2015 (%)

Figure 79: Middle East & Africa A2P SMS Market Breakdown By Application, 2025 (%)

Figure 80: Middle East & Africa A2P SMS Market Breakdown By Vertical, 2015 (%)

Figure 81: Middle East & Africa A2P SMS Market Breakdown By Vertical, 2025 (%)

Figure 82: South America A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 83: South America A2P SMS Market Breakdown by Key Countries, 2015 (%)

Figure 84: South America A2P SMS Market Breakdown by Key Countries, 2025 (%)

Figure 85: Brazil A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 86: Rest of SAM A2P SMS Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 87: South America A2P SMS Market Breakdown By Type, 2015 (%)

Figure 88: South America A2P SMS Market Breakdown By Type, 2025 (%)

Figure 89: South America A2P SMS Market Breakdown By Application, 2015 (%)

Figure 90: South America A2P SMS Market Breakdown By Application 2025 (%)

Figure 91: South America A2P SMS Market Breakdown By Vertical, 2015 (%)

Figure 92: South America A2P SMS Market Breakdown By Vertical 2025 (%)

Figure 93: CLX Communications AB, Annual Revenue (US\$ Mn)

Figure 94: CLX Communications AB, Gross Profit (US\$ Mn)

Figure 95: Tanla Solutions, Annual Revenue (US\$ Mn)

Figure 96: Tanla Solutions, R&D Expenses (US\$ Mn) and Operating Profit (US\$ Mn)

COMPANIES MENTIONED

ANAM Technologies.

Beepsend AB

CLX Communications AB

Dialogue Communications Ltd

DIMOCO

Infobip Ltd.

Nexmo Inc.
Syniverse Technologies, LLC
Tanla Solutions
Trillian Group Ltd.
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